



Success Story

SYFR Health Information Management



Dustin Martinson

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Kareo and PatientlySpeaking allow a mid-sized billing company to push back against the big, faceless giants and grow.

Taking Quality Service to the Next Level with Kareo's Robotic Process Automation Solution

This medium-sized billing company saw its chance to ramp up business and enter a new league. Could a new EHR and automated data input help it compete with enterprise industry players?

After selling their physical therapy practice, Dustin Martinson and his wife Heather, both physical therapy doctors, decided to team up with their office manager and start their own billing and consulting firm. Within 24 hours, they signed their first client—a hospital. Today their company, SYFR Health Information Management, serves clients in more than 20 states from coast to coast and employs a staff of 40.

Challenge: Growth Stymied by Varied Systems

For years, SYFR worked with whatever software its clients happened to be on. Some were even still using paper records. “Many EMRs had lots of bells and whistles but required way too many clicks to get to the whistles. This made it tough on our staff, who had to be proficient on many different platforms. Cross-training was a nightmare,” explains Martinson.

“Our problems came to a head when we had an opportunity to bid on a really high-volume client,” he continues. “We were competing against large players with sophisticated automation and machine learning. They charge lower rates because of their impersonal, push-button service. We, on the other hand, are dedicated to individualized service. There was no way we could enter the arena with our existing mix of technologies and limited analytics—much less keep the soul of our company.”

Solution: Kareo’s RPA Technology

Then Martinson learned about Kareo’s Robotic Process Automation (RPA) solution, which automatically integrates data from any EHR into Kareo Billing. “The lights went on for me,” he says. “I saw how this technology from Kareo would give us the sophisticated machine learning and reporting we needed to take our business to a much higher level. And because Kareo is so easy to learn and use, we could expand without hiring staff or taking time away from customer relations. That sealed the deal.”



Benefits

 **40%** improvement in operations efficiencies

 **200%** improvement in claims processing speed

 **30%** boost in revenue per clinical encounter

 **35%** faster A/R turnaround than national standard

 **100% – 400%** annual growth

 **95%** clean claims

 **2-3%** denial rates

SYFR won the client, and has continued to add more like it, thanks to the power of its new platform. “We’re including more and more big independent labs and hospitals to our client base, and expanding geographically across the country,” notes Martinson. “If a large orthopedic surgery group comes to us, for example, we’re confident that we can serve them well. None of this would have been possible without Kareo’s RPA solution.

Since implementation, the organization has improved operational efficiencies by more than 40 percent and claims processing by 35 percent.

Results:

Efficiencies Across the Board

The bottom-line benefits have been astounding, he says. “Our daily operations are at least 50% more efficient since implementing this RPA solution. Before, each of our team members processed an average of two claims an hour. Now we’re pushing four. Similarly, our revenue per clinical encounter is up by 30%. And the average days a claim spends in A/R is about 25% better than the national standard.”

“These efficiencies contribute to our doubling in size every year—some years growing by as much as 400%.”

Improved Accuracy and Resource Allocation

Automated data entry has improved both accuracy and resource allocation. “With Kareo’s RPA solution, data flows by itself. Errors have decreased significantly, giving us clean claim rates of up to 95%. Denial rates are low too, about 2-3%. This streamlining frees up our staff to spend more time recapturing every dollar of revenue that might otherwise have been left on the table.

Keeping the Culture

Although bottom-line benefits are great, they are not what ultimately drives Martinson or his company. “Our outlook is admittedly backwards from most businesses; in that we’re focused more on values and relationships than on profits. Everyone on our team needs to feel good about their work when they go to bed at night.



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